



WFLX

ORDER

Print Date 08/07/12 Page 1 of 1

<u>Contract / Revision</u>	805811	/	FL FED FOR CHILDREN	<u>Alt Order #</u>	06266779
<u>Original Date / Revision</u>			<u>Agency Com</u> 15%	<u>Billing Type</u>	Cash
	08/07/12	08/07/12	<u>Billing Contact</u>	<u>Order Type</u>	Political
<u>Advertiser</u>	FL Federation for Children			<u>Billing Cycle</u>	EOM/EOC
			566 South Route 303	<u>Billing Calendar</u>	BROADCAST
			Blauvelt, NY 10913	<u>Demographic</u>	A35+
<u>Agency</u>	McLaughlin & Associates			<u>Rev Codes</u>	Agency Political Pol-Issue
<u>Buying Contact</u>			<u>Sales Office</u> H-DC	<u>Product Codes</u>	PL20
566 South Route 303			<u>Sales Region</u> National	<u>Priority</u>	P 2
Blauvelt, NY 10913			<u>Agency Ref</u>	<u>Advertiser Ref</u>	

Primary Account Executive

Will Hilderbrandt

Account Executive	Order%	Start Date	End Date
Will Hilderbrandt	100%		

Order Share %	Market Value	
Competing Station	% of Order	Amount
DFLX	%	
WFGC	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPTV	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	6	\$2,193.00	\$2,580.00	0.00	07/30/12	08/10/12	6	\$2,193.00	\$2,580.00
Totals	6	\$2,193.00	\$2,580.00	0.00					

Billing Plan

Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Totals	
																	Amount	
E 1	WFLX	08/08/12	08/10/12	MORNING NEWS	7A	Comm	7-8A		--WTF--	:30	3	\$175.00	P	2	0.00	NM	3	\$525.00
FOX 29 MORNING NEWS																		
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
		Week: 08/06/12	08/12/12		--WTF--		3	\$175.00	0.00									
E 2	WFLX	08/08/12	08/10/12	Late News	M-Sun	Comm	10-11P		--WTF--	:30	3	\$685.00	P	2	0.00	NM	3	\$2,055.00
TEN O'CLOCK NEWS																		
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
		Week: 08/06/12	08/12/12		--WTF--		3	\$685.00	0.00									
																Totals	6 \$2,580.00	

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
WPLX, West Palm Beach FL	8.6.2012

I, McLaughlin & Associates
do hereby request station time concerning the following issue:

Primary Election SD27

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	WPLX# 805811				

Total Charges:

This broadcast time will be used by: Florida Federation for Children

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"	
<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Florida Federation for Children

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is: FL Federation for Children

a corporation; a committee; an association; or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

Chairperson: John Kirtley

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

8.6.12

Date

M. Campbell

Signature

203.966.9757

Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

Accepted

Accepted in Part

Rejected

Joe
Signature

Jehu Heidman
Printed Name

Gu
Title



PAID POLITICAL
BROADCAST AVAIL REQUEST

TO: John Heisman	STATION: WFLX
FROM: Will Hildebrandt	HRP OFFICE: Washington, DC

REQUEST RECEIVED FROM

DATE: 8/7/12

BUYER: Marianne Campbell
AGENCY: McLaughlin & Associates
ADDRESS: 566 South Route 303 Blauvelt, NY 10913
PHONE #: 203 966 9757
FAX #:
OTHER:

AVAILS FOR

COMMITTEE: Florida Federation for Children
CHAIRPERSON:
TREASURER: Lisa Lisker
ADDRESS: 228 South Washington St. Suite 115 Alexandria, VA 22314
PHONE #: 703 281 7540
FAX #:
OTHER:

FOR

ISSUE: FL Federation for Children
OFFICE: ISSUE
PARTY: REPUBLICAN

DAYPARTS: ALL

SCHEDULE DATES: As ordered

COMMERCIAL LENGTH: :30'S

PROGRAMS: ALL

PLEASE ADVISE IF THERE ARE RESTRICTIONS ON ANY OF THE ABOVE